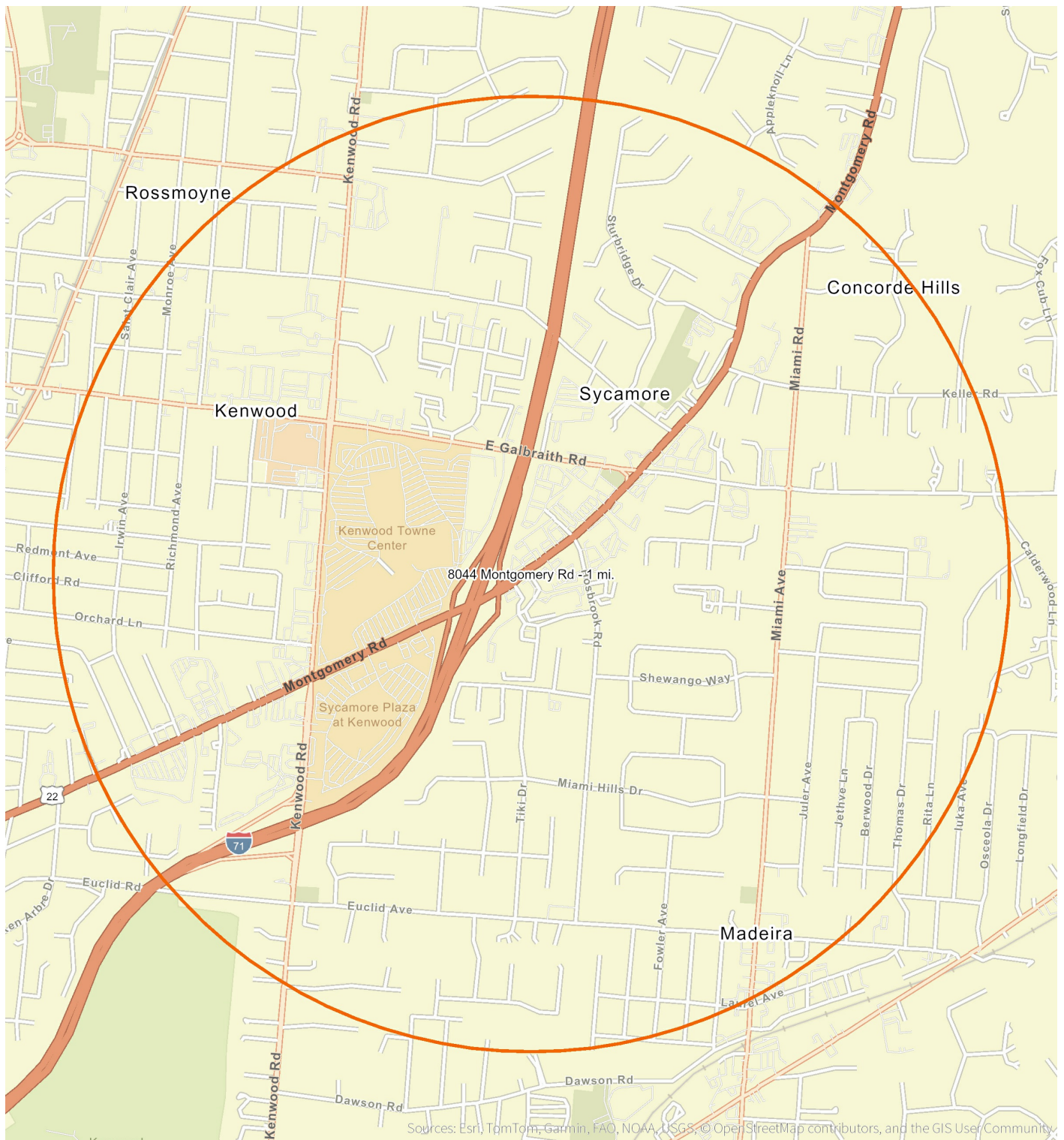


LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
<b>Upwardly Mobile</b>							
Y1	11	McMansions & Merriment	1,846,935	1.40	10	0.22	16
Y1	12	New Money	1,409,531	1.07	2	0.04	4
Y1	19	Fiscal Rookies	2,136,587	1.62	64	1.40	86
Y1	24	Work Hard, Play Hard	1,409,813	1.07	6	0.13	12
Y1	28	Loan Rangers	1,824,237	1.39	162	3.54	256
<b>Metro Mainstream</b>							
Y2	29	ATM Nation	1,370,555	1.04	0	0.00	0
Y2	30	Daily Grinders	1,396,364	1.06	0	0.00	0
Y2	31	Online Living	1,548,045	1.18	50	1.09	93
Y2	32	Credit Country	2,075,580	1.57	59	1.29	82
Y2	35	Striving & Thriving	1,391,690	1.06	173	3.78	358
<b>Fiscal Fledglings</b>							
Y3	42	Frugal Fledglings	2,988,218	2.27	91	1.99	88
Y3	43	Metropolitan Ease	2,006,106	1.52	0	0.00	0
Y3	44	Prudent Peak	3,295,084	2.50	32	0.70	28
Y3	48	Transient Leasers	2,213,994	1.68	9	0.20	12
Y3	54	Liquid Lessees	4,506,754	3.42	18	0.39	12
Y3	59	Counting Coins	5,564,851	4.22	0	0.00	0
<b>Flourishing Families</b>							
F1	06	Big Spenders	2,110,030	1.60	374	8.18	511
F1	14	School Daze	2,148,536	1.63	212	4.64	284
F1	15	Family Funding	1,617,830	1.23	425	9.30	757
F1	18	Leveraged Life	2,250,017	1.71	31	0.68	40
<b>Upscale Earners</b>							
F2	23	Value Seekers	1,458,335	1.11	0	0.00	0
F2	27	Khakis & Credit	1,681,095	1.28	76	1.66	130
F2	36	Rural Roots	1,910,961	1.45	32	0.70	48
F2	37	Fiscally Fit Families	1,829,417	1.39	20	0.44	32
<b>Mass Middle Class</b>							
F3	39	New Tech Traders	1,953,853	1.48	8	0.17	12
F3	40	Drive-Thru Debits	2,423,095	1.84	76	1.66	90
F3	41	Fast Cash Families	1,604,581	1.22	0	0.00	0
F3	45	Cash Back Consumers	1,586,746	1.20	34	0.74	62
F3	50	Starter Homes	1,632,834	1.24	13	0.28	23
<b>Working-Class USA</b>							
F4	51	Digital & Dollar Stores	1,356,885	1.03	0	0.00	0
F4	52	Family Steals & Deals	2,855,195	2.17	0	0.00	0
F4	53	Off-the-Grid Grays	2,143,932	1.63	3	0.07	4
F4	55	City Strivers	1,867,548	1.42	0	0.00	0
F4	57	Minimum Way	1,942,747	1.47	0	0.00	0
F4	58	Social Insecurity	3,352,325	2.54	8	0.17	7
<b>Financial Elite</b>							
M1	01	The Wealth Market	2,100,323	1.59	68	1.49	93
M1	02	Business Class	2,574,962	1.95	46	1.01	51
M1	03	Power Couples	1,950,723	1.48	494	10.80	730
M1	04	Golden Agers	1,390,601	1.05	185	4.05	383
<b>Wealthy Achievers</b>							
M2	05	Capital Accumulators	1,432,864	1.09	162	3.54	326
M2	07	IRA Enthusiast	2,425,674	1.84	206	4.51	245
M2	08	Savvy Savers	1,538,147	1.17	56	1.23	105
M2	10	Leasing Luxury	3,120,615	2.37	206	4.51	190
M2	13	Ready, Set, Retire!	2,171,069	1.65	266	5.82	353
<b>Upscale Empty Nests</b>							
M3	09	Booming Nests	2,652,369	2.01	176	3.85	191
M3	16	Equity Earners	2,087,044	1.58	66	1.44	91
M3	17	Leisure Land	2,216,714	1.68	117	2.56	152
M3	20	Home Sweet Equity	2,533,955	1.92	99	2.17	113
M3	21	Comfortably Retired	2,131,095	1.62	77	1.68	104
M3	22	Early-Bird Specials	1,700,586	1.29	27	0.59	46
<b>Midscale Matures</b>							
M4	25	Annuity Street	1,342,305	1.02	122	2.67	262
M4	26	Pensions & Ports	2,427,852	1.84	19	0.42	23
M4	33	Generation Save	2,510,661	1.91	69	1.51	79
M4	34	Rocker & Recliner Retirees	1,750,507	1.33	31	0.68	51
M4	38	Nesters & Investors	1,393,743	1.06	4	0.09	8
<b>Retirement Blues</b>							
M5	46	Unwired Retired	4,561,776	3.46	14	0.31	9
M5	47	Superstore Shoppers	3,739,866	2.84	47	1.03	36
M5	49	Penny Pinchers	1,917,464	1.46	15	0.33	23
M5	56	Fixed Finances	2,467,025	1.87	12	0.26	14
M5	60	Foundational Occupant	2,912,805	2.21	0	0.00	0
<b>Total</b>			<b>131,761,051</b>	<b>100.00</b>	<b>4,572</b>	<b>100.00</b>	<b>100</b>



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LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
<b>Upwardly Mobile</b>							
Y1	11	McMansions & Merriment	1,846,935	1.40	106	0.41	29
Y1	12	New Money	1,409,531	1.07	35	0.13	13
Y1	19	Fiscal Rookies	2,136,587	1.62	274	1.05	65
Y1	24	Work Hard, Play Hard	1,409,813	1.07	219	0.84	78
Y1	28	Loan Rangers	1,824,237	1.39	1,551	5.94	429
<b>Metro Mainstream</b>							
Y2	29	ATM Nation	1,370,555	1.04	158	0.60	58
Y2	30	Daily Grinders	1,396,364	1.06	0	0.00	0
Y2	31	Online Living	1,548,045	1.18	303	1.16	99
Y2	32	Credit Country	2,075,580	1.57	730	2.80	178
Y2	35	Striving & Thriving	1,391,690	1.06	320	1.23	116
<b>Fiscal Fledglings</b>							
Y3	42	Frugal Fledglings	2,988,218	2.27	1,033	3.96	175
Y3	43	Metropolitan Ease	2,006,106	1.52	61	0.23	15
Y3	44	Prudent Peak	3,295,084	2.50	536	2.05	82
Y3	48	Transient Leasers	2,213,994	1.68	244	0.94	56
Y3	54	Liquid Lessees	4,506,754	3.42	732	2.81	82
Y3	59	Counting Coins	5,564,851	4.22	426	1.63	39
<b>Flourishing Families</b>							
F1	06	Big Spenders	2,110,030	1.60	1,133	4.34	271
F1	14	School Daze	2,148,536	1.63	455	1.74	107
F1	15	Family Funding	1,617,830	1.23	1,076	4.12	336
F1	18	Leveraged Life	2,250,017	1.71	201	0.77	45
<b>Upscale Earners</b>							
F2	23	Value Seekers	1,458,335	1.11	0	0.00	0
F2	27	Khakis & Credit	1,681,095	1.28	448	1.72	135
F2	36	Rural Roots	1,910,961	1.45	513	1.97	136
F2	37	Fiscally Fit Families	1,829,417	1.39	260	1.00	72
<b>Mass Middle Class</b>							
F3	39	New Tech Traders	1,953,853	1.48	156	0.60	40
F3	40	Drive-Thru Debts	2,423,095	1.84	353	1.35	74
F3	41	Fast Cash Families	1,604,581	1.22	0	0.00	0
F3	45	Cash Back Consumers	1,586,746	1.20	367	1.41	117
F3	50	Starter Homes	1,632,834	1.24	257	0.98	79
<b>Working-Class USA</b>							
F4	51	Digital & Dollar Stores	1,356,885	1.03	30	0.12	11
F4	52	Family Steals & Deals	2,855,195	2.17	136	0.52	24
F4	53	Off-the-Grid Grays	2,143,932	1.63	68	0.26	16
F4	55	City Strivers	1,867,548	1.42	0	0.00	0
F4	57	Minimum Way	1,942,747	1.47	10	0.04	3
F4	58	Social Insecurity	3,352,325	2.54	481	1.84	72
<b>Financial Elite</b>							
M1	01	The Wealth Market	2,100,323	1.59	1,065	4.08	256
M1	02	Business Class	2,574,962	1.95	733	2.81	144
M1	03	Power Couples	1,950,723	1.48	2,014	7.72	521
M1	04	Golden Agers	1,390,601	1.05	870	3.33	316
<b>Wealthy Achievers</b>							
M2	05	Capital Accumulators	1,432,864	1.09	590	2.26	208
M2	07	IRA Enthusiast	2,425,674	1.84	660	2.53	137
M2	08	Savvy Savers	1,538,147	1.17	323	1.24	106
M2	10	Leasing Luxury	3,120,615	2.37	495	1.90	80
M2	13	Ready, Set, Retire!	2,171,069	1.65	907	3.48	211
<b>Upscale Empty Nests</b>							
M3	09	Booming Nests	2,652,369	2.01	714	2.74	136
M3	16	Equity Earners	2,087,044	1.58	203	0.78	49
M3	17	Leisure Land	2,216,714	1.68	468	1.79	107
M3	20	Home Sweet Equity	2,533,955	1.92	1,120	4.29	223
M3	21	Comfortably Retired	2,131,095	1.62	209	0.80	50
M3	22	Early-Bird Specials	1,700,586	1.29	500	1.92	148
<b>Midscale Matures</b>							
M4	25	Annuity Street	1,342,305	1.02	253	0.97	95
M4	26	Pensions & Ports	2,427,852	1.84	85	0.33	18
M4	33	Generation Save	2,510,661	1.91	513	1.97	103
M4	34	Rocker & Recliner Retirees	1,750,507	1.33	199	0.76	57
M4	38	Nesters & Investors	1,393,743	1.06	95	0.36	34
<b>Retirement Blues</b>							
M5	46	Unwired Retired	4,561,776	3.46	179	0.69	20
M5	47	Superstore Shoppers	3,739,866	2.84	535	2.05	72
M5	49	Penny Pinchers	1,917,464	1.46	384	1.47	101
M5	56	Fixed Finances	2,467,025	1.87	108	0.41	22
M5	60	Foundational Occupant	2,912,805	2.21	204	0.78	35
<b>Total</b>			<b>131,761,051</b>	<b>100.00</b>	<b>26,098</b>	<b>100.00</b>	<b>100</b>

Benchmark: USA



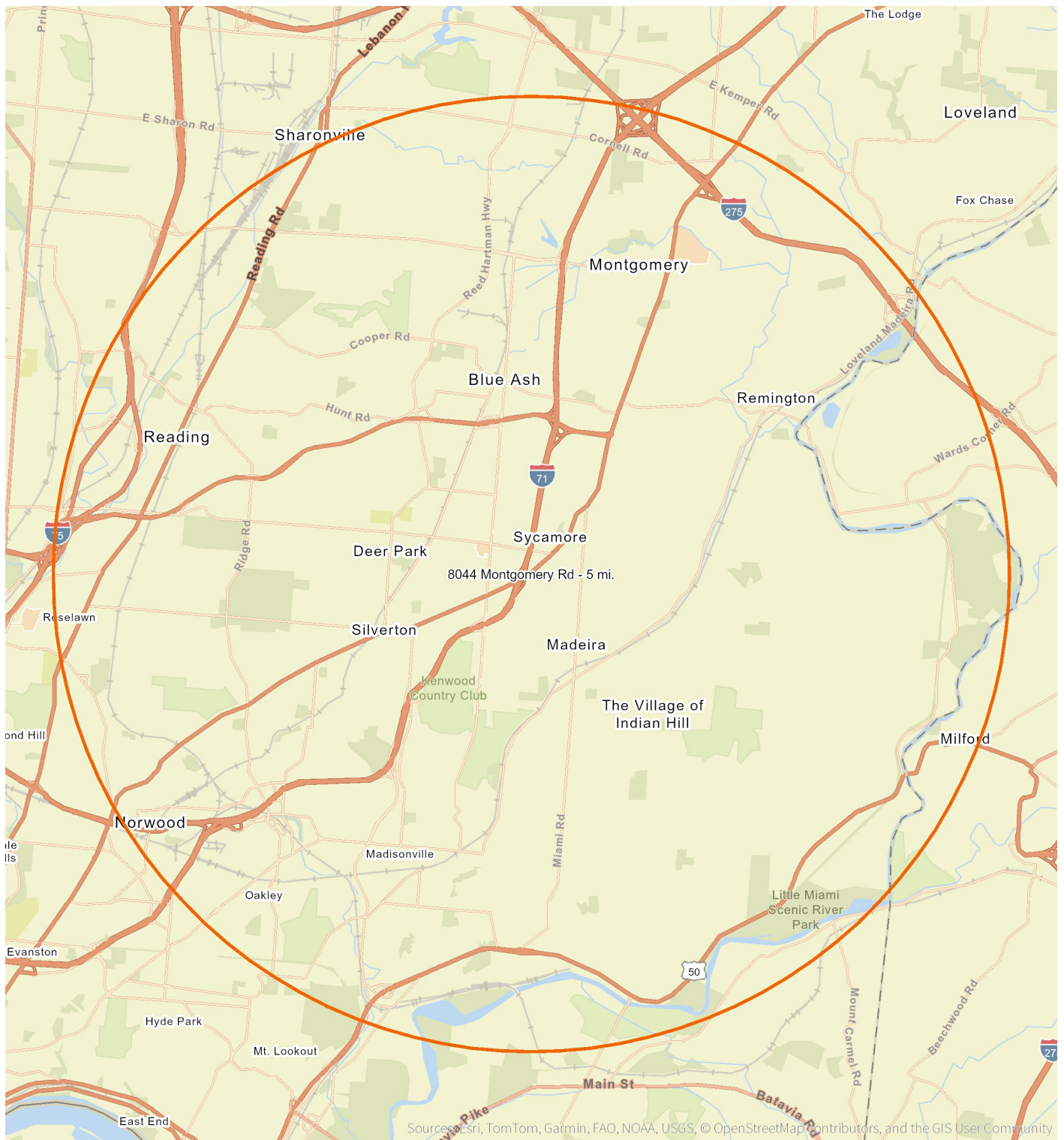
Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

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LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
<b>Upwardly Mobile</b>							
Y1	11	McMansions & Merriment	1,846,935	1.40	403	0.57	40
Y1	12	New Money	1,409,531	1.07	110	0.15	14
Y1	19	Fiscal Rookies	2,136,587	1.62	508	0.71	44
Y1	24	Work Hard, Play Hard	1,409,813	1.07	659	0.93	87
Y1	28	Loan Rangers	1,824,237	1.39	3,233	4.55	329
<b>Metro Mainstream</b>							
Y2	29	ATM Nation	1,370,555	1.04	476	0.67	64
Y2	30	Daily Grinders	1,396,364	1.06	16	0.02	2
Y2	31	Online Living	1,548,045	1.18	970	1.36	116
Y2	32	Credit Country	2,075,580	1.57	1,777	2.50	159
Y2	35	Striving & Thriving	1,391,690	1.06	1,953	2.75	260
<b>Fiscal Fledglings</b>							
Y3	42	Frugal Fledglings	2,988,218	2.27	5,025	7.07	312
Y3	43	Metropolitan Ease	2,006,106	1.52	527	0.74	49
Y3	44	Prudent Peak	3,295,084	2.50	1,146	1.61	64
Y3	48	Transient Lessees	2,213,994	1.68	967	1.36	81
Y3	54	Liquid Lessees	4,506,754	3.42	3,138	4.42	129
Y3	59	Counting Coins	5,564,851	4.22	2,628	3.70	88
<b>Flourishing Families</b>							
F1	06	Big Spenders	2,110,030	1.60	2,656	3.74	233
F1	14	School Daze	2,148,536	1.63	844	1.19	73
F1	15	Family Funding	1,617,830	1.23	3,376	4.75	387
F1	18	Leveraged Life	2,250,017	1.71	320	0.45	26
<b>Upscale Earners</b>							
F2	23	Value Seekers	1,458,335	1.11	3	0.00	0
F2	27	Khakis & Credit	1,681,095	1.28	903	1.27	100
F2	36	Rural Roots	1,910,961	1.45	1,330	1.87	129
F2	37	Fiscally Fit Families	1,829,417	1.39	743	1.04	75
<b>Mass Middle Class</b>							
F3	39	New Tech Traders	1,953,853	1.48	782	1.10	74
F3	40	Drive-Thru Debts	2,423,095	1.84	1,095	1.54	84
F3	41	Fast Cash Families	1,604,581	1.22	66	0.09	8
F3	45	Cash Back Consumers	1,586,746	1.20	868	1.22	101
F3	50	Starter Homes	1,632,834	1.24	724	1.02	82
<b>Working-Class USA</b>							
F4	51	Digital & Dollar Stores	1,356,885	1.03	232	0.33	32
F4	52	Family Steals & Deals	2,855,195	2.17	573	0.81	37
F4	53	Off-the-Grid Grays	2,143,932	1.63	186	0.26	16
F4	55	City Strivers	1,867,548	1.42	0	0.00	0
F4	57	Minimum Way	1,942,747	1.47	67	0.09	6
F4	58	Social Insecurity	3,352,325	2.54	1,675	2.36	93
<b>Financial Elite</b>							
M1	01	The Wealth Market	2,100,323	1.59	2,053	2.89	181
M1	02	Business Class	2,574,962	1.95	1,478	2.08	106
M1	03	Power Couples	1,950,723	1.48	4,451	6.26	423
M1	04	Golden Agers	1,390,601	1.05	1,761	2.48	235
<b>Wealthy Achievers</b>							
M2	05	Capital Accumulators	1,432,864	1.09	1,260	1.77	163
M2	07	IRA Enthusiast	2,425,674	1.84	1,241	1.75	95
M2	08	Savvy Savers	1,538,147	1.17	788	1.11	95
M2	10	Leasing Luxury	3,120,615	2.37	1,169	1.65	69
M2	13	Ready, Set, Retire!	2,171,069	1.65	1,824	2.57	156
<b>Upscale Empty Nests</b>							
M3	09	Booming Nests	2,652,369	2.01	935	1.31	65
M3	16	Equity Earners	2,087,044	1.58	401	0.56	36
M3	17	Leisure Land	2,216,714	1.68	885	1.25	74
M3	20	Home Sweet Equity	2,533,955	1.92	2,084	2.93	152
M3	21	Comfortably Retired	2,131,095	1.62	556	0.78	48
M3	22	Early-Bird Specials	1,700,586	1.29	1,004	1.41	109
<b>Midscale Matures</b>							
M4	25	Annuity Street	1,342,305	1.02	348	0.49	48
M4	26	Pensions & Ports	2,427,852	1.84	132	0.19	10
M4	33	Generation Save	2,510,661	1.91	1,324	1.86	98
M4	34	Rocker & Recliner Retirees	1,750,507	1.33	499	0.70	53
M4	38	Nesters & Investors	1,393,743	1.06	266	0.37	35
<b>Retirement Blues</b>							
M5	46	Unwired Retired	4,561,776	3.46	947	1.33	38
M5	47	Superstore Shoppers	3,739,866	2.84	1,464	2.06	73
M5	49	Penny Pinchers	1,917,464	1.46	1,456	2.05	141
M5	56	Fixed Finances	2,467,025	1.87	340	0.48	26
M5	60	Foundational Occupant	2,912,805	2.21	2,433	3.42	155
<b>Total</b>			<b>131,761,051</b>	<b>100.00</b>	<b>71,078</b>	<b>100.00</b>	<b>100</b>

Benchmark: USA

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# Report Details

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**Name:** P\$YCLE® Premier Lifestage Segment Distribution 2026  
**Date / Time:** 3/5/2026 10:59:52 AM  
**Workspace Vintage:** 2026

## Trade Area

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Name	Level	Geographies
8044 Montgomery Rd - 1 mi.		N/A
8044 Montgomery Rd - 3 mi.		N/A
8044 Montgomery Rd - 5 mi.		N/A

## Benchmark

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Name	Level	Geographies
USA	Entire US	United States

## DataSource

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Product	Provider	Copyright
Claritas P\$YCLE® Premier	Claritas	© 2026 Claritas, LLC. All Rights Reserved. P\$YCLE is a registered trademark of Claritas, LLC. ( <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a> )

## Segmentation System

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Product	Provider	Copyright
Claritas P\$YCLE® Premier	Claritas	©Claritas, LLC 2026 ( <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a> )

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